A PROPOSED SYNOPSIS

ON

"A STUDY OF MARKETING OF PRODUCTS PRODUCED BY SMALL SCALE ENTERPRISES IN LATUR DISTRICT"

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Swami RamanandTeerthMarathawada
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Submitted By
Kunal Saudagar

Under The Guidance Of
DR. S.V.MANE
Professor
School of Management Science
S.R.T.M.U,Sub –Centre Latur

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1.1 INTRODUCTION

Small-scale Enterprises play a very vital role in the country's economy despite the phenomenal growth in the large-scale sector. In fact, the small-scale sector is playing a vital role in the growth of national economies the world over and is considered to be the engine of growth in most countries. The emphasis on small-scale Enterprises has always been an integral part of the Indian industrial strategy, more so after the second five year plan. It was envisaged that small-scale Enterprises would play an important role as producer of consumer goods and absorber of surplus labor there by addressing to the problems of poverty and unemployment. Ensure a more equitable distribution of national income, enhance balanced regional industrial development, act as a nursery for entrepreneurship and facilitate mobilization of local resources and skills which might otherwise remain unutilized.

The small scale Enterprises constitute one of the vibrant sectors of theIndian economy in terms of employment generation, the strong entrepreneurial base it helps to create and its share in industrial production and exports. The government created the ministry of small scale Enterprises and agro and rural industries in October, 1999 as the nodal ministry for formulation of policy and co-ordination of central assistance relating to promotion and development of the small scale Enterprises in India.

The ministry of small scale Enterprises and agro and rural industries was bifurcated into two separate ministries, namely ministry of small scale Enterprises and ministry of agro and rural industries in September, 2001. Taking into account the high potential for growth in the sector in terms of output, employment and exports, the role of the ministry of small scale Enterprises is to strengthen the sector, to enable it to remain competitive in market-led economy and generate additional employment opportunities. For achieving these objectives, the endeavor of the ministry is to provide the sector proper and timely inputs like adequate credit from financial institutions/banks; funds for technology upgradation and modernization. Adequate infrastructural facilities modern testing facilities and quality certification laboratories modern management Practices and skill upgradation through advanced training facilities marketing assistance and level playing field at par with the large industries sector.

The ministry of small scale Enterprises designs policies, programmes, projects and schemes in consultation with its organizations and various stakeholders and monitors their implementation with a view to assisting the promotion and growth of small scale Enterprises.

"Enterprisesdevelopment of the under-developed countries has become one of the great world crusades of our times. It is a campaign in which the advanced countries compete with each other to meet the rising claims of the non-industrialised countries for help in becoming industrialized. It is an effort in which the underdeveloped countries place a major hope of finding solution to their problems of poverty, insecurity, and overpopulation and ending their newly realized backwardness in the modern world, the belief of the underdeveloped world was expressed by Nehru when he said, "real progress must ultimately depend on industrialization. Throughout the world, industrialization has indeed become the magic word of the mid-twentieth century".Marketing is the process of inducing a social change. It accelerates economic growth; affects structural changes in the economy, particularly in respect of resource utilization, production functions, income generation, occupational pattern, population distribution, and foreign trade.

1.2 NEED OF THE STUDY

This is why marketing is so essential to successful businesses. Without proper marketing, your scope is extraordinarily limited. Your name gets tossed around once or twice between friends, and then you become vapor in the air between them. Without proper marketing, your business cannot have a lasting impact.Marketing gets the word out about your business. It allows you to connect with potential customers and inform them of all the services you offer. It builds brand recognition and fosters healthy competition between businesses.

It boosts sales, helps you construct a consist client-base, and helps you make your mark on the world.Without strong marketing, it is easy to fade into the background and your business can easily disappear. With it, though, you can engage with clients and make your name known.

Marketing increases your business's overall potential, builds your reputation, and increases your reach, and is a tool that must be used in order to ensure your business is the best and most successful it can be.

1.3 STATEMENT OF PROBLEM

Problems of small scale Enterprises are many. A study conducted by anentrepreneurship training institute says that around 50 per cent of the deadunits are closed within three years of opening. This proves that theseindustries never had any reasonable survival prospects right from inception.

Major problems that are faced in the initial states are wrong assessment of market potential or faulty demand forecasting, change in the market conditions, change in the consumer tastes and preferences and competitive situation, etc can also pose problems to the small scale units from the inception stage.

Management, if ineffective, may create problems to the small scale units. Bad management covers a wide range from inexperience, inefficiency, lack of professional expertise, neglect and internal squabbles to delinquency and dishonesty. Change in the product mix and other elements of marketing mix to suit the changing environment are highly needed for development. However, sometimes these changes may lead to financial strain in the organization. Poor labor management relationship and the associated poor worker morale and low productivity may ruin the financial status of the firm.

Thus Statement of problem for present study is

"A STUDY OF MARKETING OF PRODUCTS PRODUCED BY SMALL SCALE ENTERPRISES IN LATUR DISTRICT".

1.4 OBJECTIVES OF THE STUDY

1) To study the existing process of marketing of products produced by small scale enterprises in latur district.
2) To study the development of Small Scale enterprises.
3) To understand problems and opportunities while marketing of products produced by small scale enterprises in latur district.
4) To provide necessary recommendations for effective marketing of products produced by small scale enterprises.

1.5 HYPOTHESIS

1) Marketing needs are of varied type during different stages of life span of Enterprises.
2) Majority ofsmallscale enterprises look for Marketing availability at low cost.
3) Only a small percentage ofentrepreneurs show keen interest andinvolvement to provide focus on issues related to Marketing management in small enterprises.
4) The majority of small industries do not have adequate Marketing capabilities to market finished products.
5) Many of the Small Scale enterprises do not employ personnel of appropriate caliber to Market the finished products.

1.6 RESEARCH DESIGN AND METHODOLOGY

The research design of this study is descriptive and analytical . The present study is relating to the "A STUDY OF MARKETING OF PRODUCTS PRODUCED BY SMALL SCALE ENTERPRISES IN LATUR DISTRICT " in the State of Maharashtra.

1.6.1 Universe:The Latur District is in the south-eastern part of the Maharashtra state. Latur town is situated on the 18.7° latitude and 73.25° longitude. The district is situated on the Maharashtra Karnataka boundary. On the eastern side of the Latur is Bidar district of Karnataka, whereas Nanded is on the northeast, Parbhani on the northern side, Beed on the Northwest and Osmanabad on the western and southern side. The entire district of Latur is situated on the Balaghat plateau, 540 to 638 mtrs from the mean sea level The central and western areas of the district are covered by the Balaghat mountain ranges. The central part of the district lies in the Manjra River basin, while the southern area is in the Terna River basin. The northern part of the district is low lying and flat. The main river is Manjara, and Rivers Terna, Tavraja and Dharani are its tributaries. The Manyad and Lendi Rivers flow through the district's northern area. Dams have been constructed on Manjara, Terna, Dharani, Tiru, Tavraja, and Manyad Rivers. Kanhar soil, a type of very fertile soil is found in the river basins in this district. In some areas, the soil is light and semi fertile whereas other areas have coarse soil. The weather is dry and hot, climate is moderate with medium rainfall.

1.6.2 SAMPLING TECHNIQUE

The study is relating to the performance of select small scale units in the district of latur in the State of Maharashtra .There are units which are registered and there are some units which are not registered . Some units have yet to renew their registration. However, the small scale Enterprises units which have registered under District Industries Centre are considered for this study.

CLASSIFIATION OF INDUSTRIES FOR THE PURPOSE OF THIS STUDY

Agro based and other units

1. Food and Food Products

2. Beverages and tobacco products

3. Cotton Textile
4. Wool silk
5. Hosiery units
6. Wood and wooden products
7. Paper and paper products
8. Leather and leather products
9. Rubber products

Mineral and Metal based units

1. Chemicals and chemical products
2. Non-metallic products
3. Basic metal products
4. Metal products and parts
5. Electrical parts
6. Transport Equipments
7. Iron and Steel related works
8. Electronic components
9. Other manufacturing units

It is to be noted that the classification is done for the purpose of analyzing the marketing of small scale industries.

1.6.3 STATISTICAL TOOL USED

Research data collected will be codified, classified and then tabulatedwith the help of computer. The data will be carefully fed into the system for thepurpose of providing accurate analysis and results. Tables are framed withthe help of the primary data collected. Simple tools such as percentages andratios will be used for the purpose of simple analysis. Trends and indexnumbers are calculated for identifying the growth in the sample units.Statistical tools such as mean, standard deviation, coefficient of variation etcWill be calculated for interpreting the data. Various test will alsoused for testing the hypothesis.

1.7 DATA COLLECTION

1.7.1 PRIMARYDATAare collected from the sample respondents i.e.

entrepreneurs of small scale units. primary data from the sample entrepreneurs, with an interview schedule and data are collected from the officials of District. Some of the most prominently used methods of primary data collection include

A)Observation

B)Interview

C)Questionnaire

1.7.2 SECONDARYDATAare collected from the books relating to the small scale industries, publications of department of Industries and Commerce, Chamber of Industries and Commerce Government of India, Government of Maharashtra,Department of Statistics and records of the sample units. Secondary data arealso obtained from the industrial journals, research journals and periodicals.

1.8 SCOPE OF THE STUDY

According to American Marketing Association, "Marketing Research is the function that links the consumer, customer and public to the marketer through information-information used to identify and define marketing opportunities and problems, generate, refine and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process."

Marketing Research is systematic problem analysis, model building and fact finding for the purpose of important decision making and control in the marketing of goods and services.

Marketing Research is a well-planned, systematic process which implies that it needs planning at all the stages. It uses scientific method. It is an objective process as it attempts to provide accurate authentic information. Marketing Research is sometimes defined as the application of scientific method in the solution of marketing problems.

Marketing Research plays a very significant role in identifying the needs of customers and meeting them in best possible way. The main task of Marketing Research is systematic gathering and analysis of information.

Marketing Research is essential for strategic market planning and decision making. It helps a firm in identifying what are the market opportunities and constraints, in developing and implementing market strategies, and in evaluating the effectiveness of marketing plans.

1.9 LIMITATIONS OF THE STUDY

The study will be analytical in nature and the data are collected from the respondents in person at various time periods. The data relating to social and economical aspects could not be verified as they are too personal in nature.

Present study will be confined to latur district only. Duration of study is limited to particular time limit. Similarly the data relating to financial aspects are from the unstandardised account books of the units and as per the statements of the respondents. For the purpose of analyzing the financial data, the data collected from various units for different years are added and then year-wise averages are calculated. Only the average financial figures are considered for analysis in this study in relation to financial data

Marketing research studies consumer behavior and marketing environment. Since these factors keep on changing, it cannot give exact information

Marketing is also a social science. So, it cannot give exact solutions

It cannot be an alternative to decision making. In other words, it cannot replace decision making. It aids in decision-making. It can improve the quality of decisions. However, it cannot guarantee a 100% success.

It can reduce the business risks. However, it cannot totally eliminate all these risks.

TENTATIVE CHAPTER SCHEME

1)Research Design and Methodology:This is not a narrative, but a heading under which the sections on Subjects, Instrumentation/Data Collection, and Data Treatment Procedures appear. the method section is to provide sufficient detail about your experiment Question to enable readers to evaluate its appropriateness.

2)Review of Related Literature: This section will outlines what you learned from previous contributors to the field. It brings the researcher and the reader up to date on what others did relevant to the topic.

3)Organisation Profile:The data relating to owner funds, loan funds, fixedAssets, current assets, current liabilities, gross profit, net profit and related.

4)Theoretical Framework: It will include all the theory related to marketing of products produced by small scale enterprises.Theory would be covered from different books related to it.

5)Data Presentation Analysis And Interpretations: the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings. It is an important and exciting step in the process of research. In all research studies

6)Findings and Conclusion:It will includes actual Findings, as well as sections on Conclusion, and Recommendations for Further Research. Report and discuss your results here. Use the Conclusion to articulate your main points with clarity to reiterate, summarize, and perhaps re-sequence the Findings.

Kunal Saudagar

Dr S.V. MANE
Professor
S.R.T.M.U,Sub-Centre Latur